# fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1960 File

20th YEAR • A WEEKLY PUBLICATION

Week of February 1, 1960

### january

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### february

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### march

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### april

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### may

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### july

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### august

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### september

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### october

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### november

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### december

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| | **WEEK ENDING FRIDAY, JANUARY 29, 1960** | | |
| Friday Jan. 29 4:00 P.M. Champagne | PREMIERE SHOWING: MEN'S SPRING FASHIONS | ARMANDO PASSERI | 38 EAST 63RD STREET ATELIER |
| | Armando Passeri, custom couturier, will present his continental collection of men's fashions for town and country. By invitation. Publicity: Terry V. Seymour, 16 West 55 Street, PL. 7-9170. | | |
| Friday Jan. 29 4:30 P.M. Cocktails | ITALIAN FASHIONS DURING COCKTAIL HOUR | L'ELEGANCE (862 MADISON AVENUE) | SAVOY-HILTON HOTEL THE COLUMNS |
| | "Couture At The Columns"--highlighting fashions by Fontana of Rome. Press by invitation. Public by reservation. Minimum Charge---$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971. | | |
| | **WEEK BEGINNING MONDAY, FEBRUARY 1, 1960** | | |
| Monday Feb. 1 12:30 P.M. Luncheon | PREVIEW OF SUMMER SPORTSWEAR COLLECTION | MR. GEE | 1407 BROADWAY SHOWROOM - 25TH FLOOR |
| | Mr. Gee will present his Summer collection of sportswear, separates and dresses designed by Melba Hobson. For reservations, contact: WI. 7-8178. | | |
| Monday Feb. 1 4:00 P.M. | PREMIERE PREVIEW: SPORTSWEAR COLLECTION | WIPETTE SPORTSWEAR, INC. | 1407 BROADWAY SHOWROOM - 39TH FLOOR |
| | Premiere showing of Art Williams' Summer collection designed for Wipette Sportswear. For press and resident buyers. By invitation. Contact: Roberta Ziegler, LA. 4-6695. | | |
| Beginning Monday Feb. 1 | OPENING OF SUMMER SPORTSWEAR COLLECTION | CASINO CLASSICS | 134 WEST 37TH STREET SHOWROOM - 5TH FLOOR |
| | "Summer Jewels"--sportswear for every occasion at continuous daily showings. Contact: CH. 4-0823. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Beginning Monday Feb. 1 | OPENING OF SUMMER SPORTSWEAR COLLECTION | SPORTWHIRL, INC. | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| | Continuous daily showings of Summer dresses, beachwear and coordinated separates, designed by Jeanne Campbell. Contact: Jerry Goldfarb, LO. 5-1445. | | |
| Beginning Monday Feb. 1 | OPENING OF SUMMER COLLECTION | DOROTHY O'HARA OF CALIFORNIA | 488 SEVENTH AVENUE SHOWROOM - SUITE 509 |
| | Dorothy O'Hara will present her Summer collection to the press and buyers, at continuous showings. Contact: Fay Goldsmith, LA. 4-8170. Publicity: Helen Seitz at Alfred Davidson Associates, PL. 5-0868. | | |
| Monday Feb. 1- Feb. 5 | NATIONAL NOTION AND NOVELTY SHOW | NATIONAL NOTION ASSOCIATION | NEW YORKER HOTEL |
| | Showing of Summer notions and novelties. Contact: Flo English, PE.6-5000. | | |

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

TUESDAY, FEBRUARY 2
Lloyd Weill.....10:30 A.M.....498 7th (22 Fl) LO. 5-3041
WEDNESDAY, FEBRUARY 3
David M. Goodstein, Inc. ....10:30 A.M.....550 7th (24 Fl) LA. 4-2577
Sport-Craft, Inc. .....12:00 Noon.....550 7th (12 Fl) LA. 4-9724
THURSDAY, FEBRUARY 4
Zoltan Rosenberg Co.
(Vera Stewart Originals).... 2:30, by appointment....550 7th (22 Fl) LA. 4-6691

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| Tuesday<br>Feb. 2<br>12:00 Noon<br>Luncheon | PRESS PREVIEW:<br>SUMMER COLLECTION<br>Alison will present their Summer collection, designed by Lucel. By invitation. Showings thereafter Tuesdays and Thursdays at 12:00 Noon, by appointment. Contact: Jean Beck, WI. 7-0152. | ALISON | 530 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR |
| Tuesday<br>Feb. 2-<br>Feb. 3<br>1:00 P.M. | OPENING: SUMMER<br>DRESS COLLECTION<br>The Mr. Mort Summer dress collection, designed by Lee Evans, will be presented on Feb. 2 and 3 at 1:00 P.M. By admission card only. Contact: Dorothea Marshall, OX. 5-4760. | MR. MORT | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Tuesday<br>Feb. 2<br>2:00 P.M. | OPENING OF SUMMER<br>COLLECTION<br>Continuous thereafter except Friday. Contact: Lucille Haley, LO. 5-2626. | RAPPI, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Tuesday<br>Feb. 2<br>2:30 P.M. | OPENING: SUMMER<br>SPORTSWEAR COLLECTION<br>Showing of Summer sportswear collection designed by Peggy Thayer for Jamison Classics, Jamison Villagers and Jamison Separates. Daily except Friday at 2:30 P.M. Contact: Joseph Sussman, OX. 5-4812. | JAMISON CLASSICS, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR |
| Tuesday<br>Feb. 2<br>3:00 P.M. | OPENING OF SUMMER<br>DRESS COLLECTION<br>Summer dresses and ensembles, designed by Miss Barry Burr, showing daily except Monday and Friday at 3:00 P.M. Contact: LO. 5-4850. | JERRY GREENWALD, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR |
| Tuesday<br>Feb. 2<br>3:30 P.M. | OPENING: SUMMER<br>SPORTSWEAR COLLECTION<br>The Mr. Mort Summer sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760. | MR. MORT | 498 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Tuesday<br>Feb. 2<br>4:00 P.M. | OPENING: SUMMER<br>JUNIOR COLLECTION<br>Showing of Summer junior dresses and costumes designed by Violet Feigin, Feb. 2, 3, 4 at 4:00 P.M. By invitation. Contact: LO. 4-1434. | JUNIOR ACCENT, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 10TH FLOOR |
| Tuesday<br>Feb. 2<br>4:00 P.M.<br>Champagne | PREVIEW OF SUMMER<br>DRESS COLLECTION<br>"The Urbanite Look"--misses dresses, designed by Jay Stanleigh, for press and buyers. By invitation. Contact: LO. 4-8061. Publicity: Peggy Cantor Associates, 117 East 37 Street, MU. 9-8542. | ARDANTI, INC. | 498 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Tuesday Feb. 2 | OPENING OF SUMMER COLLECTION | "CLOTHES FOR YOU" BY JOAN LESLIE | 1400 BROADWAY SHOWROOM - 16TH FLOOR |
| | Joan Leslie's Summer collection at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700. | | |
| Beginning Tuesday Feb. 2 | PREMIERE OPENING OF SUMMER COLLECTION | GUY D | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Guy D announces the Premiere Showing of his Summer collection, designed by Anthony L. Muto, Feb. 2, 3, 4. By invitation and admission card only. Contact: Mary Di Rienzo, LO. 4-3913. | | |
| Beginning Tuesday Feb. 2 | OPENING OF SUMMER COLLECTION | LANZ ORIGINALS, INC. | 1407 BROADWAY SHOWROOM - 26TH FLOOR |
| | Junior dresses and separates by Lanz at informal showings daily. By appointment. Contact: Audrey Brock, OX. 5-3150. | | |
| Wednesday Feb. 3 9:30 A.M. Breakfast | ADVANCE SHOWING OF FALL 1960 SWEATERS | BRAEMAR KNITWEAR, LTD. | 1407 BROADWAY SHOWROOM - 21ST FLOOR |
| | Advance showing of Braemar cashmere, lambswool, shetland and merino sweaters, including original designs by Clare Potter. By invitation. Contact: Adele Gilruth at J. Walter Thompson Co., MU. 6-7000. | | |
| Wednesday Feb. 3 9:30 A.M.- 11:30 A.M. Breakfast | PREVIEW: SUMMER JUNIOR DRESS COLLECTION | DARLYN JUNIOR, INC. | 1400 BROADWAY SHOWROOM - 6TH FLOOR |
| | Darlyn will present their Summer junior collection designed by Mildred Orrick, to the press and buyers at an open house breakfast. By invitation. Publicity: Virginia Scott at Ken Williams Associates, WI. 7-4471. | | |
| Wednesday Feb. 3 2:00 P.M. | PREVIEW OF SUMMER JUNIOR COLLECTION | MAM'SELLE | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Summer collection, designed by Betty Carol, with showings at 2:00 P.M. daily. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Wednesday Feb. 3 2:30 P.M. | PREVIEW OF SPRING AND SUMMER COLLECTION | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| | Eleanora Garnett will present her Spring custom-made collection to press and customers. By invitation. Contact: Helen Davis, EL. 5-5275. | | |
| Wednesday Feb. 3 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION | ROBERT SLOAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| | Sportswear, playclothes, blouses and separates designed by Miss Sylvia de Gay at new showroom. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630. | | |
| Thursday Feb. 4 9:30 A.M. Breakfast | PREVIEW OF SUMMER COLLECTION | R. MIGNON & SONS | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Mignon will preview their Summer collection to press and resident buyers. Showing at 10:00 A.M. By invitation. Trade, Feb. 8, 10, 12, 15, 17 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991. | | |
| Thursday Feb. 4 11:00 A.M. | OPENING OF SUMMER COLLECTION | ARKAY JUNIOR FROCKS | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| | Showings Feb. 4, 9, 10 at 11:00 A.M. Contact: Lucille Haley, LO. 5-2626. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday Feb. 4 | PRESS PREVIEW OF SUMMER COLLECTION | MAJESTIC SPECIALTIES | 1410 BROADWAY SHOWROOM - 16TH FLOOR |
| 11:00 A.M. | Majestic Specialties will present their collection of color-coordinated Summer separates. For press and resident buying offices. By invitation. Continuous daily thereafter. Contact: Marianne Cruze, LO. 4-3113. | | |
| Thursday Feb. 4 | PRESS PREVIEW OF SUMMER COLLECTION | MISS AMERICA CORP. | 530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| 1:00 P.M. | Preview of Miss America's Summer collection. By invitation. Trade, Feb. 9, 10, 11, 15, 16, 17, 18 at 1:00 P.M. Contact: Jerome Shull, CH. 4-6030. | | |

## SUMMER OPENINGS: MEMBERS OF NEW YORK COUTURE GROUP

### DRESSES

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| **THURSDAY, FEBRUARY 4** | | | |
| Trigere, Inc. | 2:30 P.M. | 550 7th (16 Fl.) | LO. 3-1600 |
| **MONDAY, FEBRUARY 8** | | | |
| Rudolf Gowns, Inc | 10:30 A.M. | 530 7th (12 Fl.) | WI. 7-6865 |
| Paul Parnes Corp. | 2:15 P.M. | 498 7th (10 Fl.) | CH. 4-4600 |
| **TUESDAY, FEBRUARY 9** | | | |
| Ben Reig, Inc | 10:00 A.M. | 498 7th (23 Fl.) | CH. 4-1542 |
| Pattullo-Jo Copeland Inc | 10:30 A.M. | 498 7th (14 Fl.) | LO. 3-5650 |
| Herbert Sondheim Inc | 10:30 A.M. | 530 7th (20 Fl.) | LA. 4-7540 |
| B. H. Wragge Inc | 11:00 A.M. | 550 7th ( 9 Fl.) | WI. 7-4968 |
| Estevez, Inc | 12:00 Noon | 550 7th ( 4 Fl.) | LO. 4-6337 |
| Harvey Berin, Ltd | 1:00 P.M. | 530 7th ( 7 Fl.) | PE. 6-0206 |
| Junior Sophisticates Co. | 1:00 P.M. | 498 7th ( 4 Fl.) | LO. 4-0462 |
| Hannah Troy, Inc. | 1:00 P.M. | 530 7th ( 2 Fl.) | LO. 3-0988 |
| Oleg Cassini, Inc | 1:15 P.M. | 498 7th (11 Fl.) | LO. 5-6453 |
| Gothé | 1:15 P.M. | 530 7th ( 4 Fl.) | LO. 5-2727 |
| Larry Aldrich, Inc | 2:30 P.M. | 530 7th (12 Fl.) | CH. 4-1872 |
| Branell | 2:30 P.M. | 530 7th (27 Fl.) | PE. 6-6983 |
| Maurice Rentner Ltd | 2:30 P.M. | 498 7th (16 Fl.) | LA. 4-6968 |
| Anne Fogarty | 3:00 P.M. | 530 7th ( 6 Fl.) | WI. 7-5335 |
| Townley, Inc | 4:00 P.M. | 550 7th ( 2 Fl.) | LO. 4-2155 |
| **WEDNESDAY, FEBRUARY 10** | | | |
| Adele Simpson, Inc | 10:00 A.M. | 530 7th (23 Fl.) | LA. 4-7626 |
| Edward Abbott | 10:30 A.M. | 530 7th (10 Fl.) | LA. 4-8490 |
| Grenelle-Roberts | 12:00 Noon | 550 7th (18 Fl.) | LO. 4-5820 |
| Parnis-Livingston, Inc | 12:00 Noon | 530 7th (18 Fl.) | BR. 9-5014 |
| Nat Kaplan, Inc | 1:15 P.M. | 498 7th (21 Fl.) | LO. 5-4115 |
| Ceil Chapman | 2:30 P.M. | 530 7th ( 2 Fl.) | LA. 4-5800 |
| Samuel Winston, Inc | 4:00 P.M. | 530 7th (11 Fl.) | CH. 4-2617 |
| **THURSDAY, FEBRUARY 11** | | | |
| Jane Derby, Inc | 4:30 P.M. | 550 7th (23 Fl.) | LA. 4-9350 |

### COATS AND SUITS

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| Harry Frechtel | Informal showings | 205 W. 39(4 Fl.) | PE. 6-1310 |
| **TUESDAY, FEBRUARY 2** | | | |
| Davidow | By appointment | 550 7th (21 Fl.) | PE. 6-6909 |
| Ben Gershel & Co | By appointment | 512 7th (31 Fl.) | LA. 4-2544 |
| **MONDAY, FEBRUARY 8** | | | |
| Marquise | Informal showings | 512 7th (35 Fl.) | BR. 9-5794 |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday Feb. 4 2:30 P.M. | SUMMER COLLECTION BY PAULINE TRIGERE | TRIGERE, INC. | 550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Showings Feb. 4, 9, 10, 17 at 2:30; and on Feb. 12 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600. | | |
| Thursday Feb. 4 2:30 P.M. | SHOWING OF SUMMER COLLECTION | ZOLTAN ROSENBERG CO. | 550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| | Showing of daytime fashions designed by Vera Stewart, Thurs., Feb. 4 and Feb. 5 at 2:30 P.M. By appointment. Continuous daily thereafter. Contact: Loretta Mackey, LA. 4-6691. | | |
| Thursday Feb. 4 3:00 P.M. | OPENING: SUMMER JUNIOR COLLECTION | MARGOT, INC. | 498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| | Jeane Scott by Ole Borden for Margot on Feb. 4, 9, 10 at 3:00 P.M. Contact: Lucille Haley, LO. 5-2626. | | |
| Thursday Feb. 4 3:30 P.M. Cocktails | PRESS PREVIEW OF SUMMER COLLECTION | LESLIE FAY | 1400 BROADWAY SHOWROOM - 16TH FLOOR |
| | Showing to the press and buying offices. By invitation. Continuous daily beginning Feb. 9. Contact: Isabelle Crawford, BR. 9-7700. | | |
| Thursday Feb. 4 4:00 P.M. | PREVIEW OF SUMMER COLLECTION | BURKE-AMEY, INC. | 16 WEST 57TH STREET SHOWROOM - 5TH FLOOR |
| | Burke-Amey will present their Summer collection to press and buyers. By invitation. Continuous thereafter. Contact: Lee Pine, CO. 5-7720. | | |
| Friday Feb. 5 10:30 A.M.; 11:00 A.M.; 11:30 A.M. | OPENING OF SUMMER COLLECTION | LEONARD ARKIN; ANDREW ARKIN | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| | Leonard Arkin's Summer collection at 10:30 A.M.; "Special Occasions" by Arkin at 11:00 A.M.; Andrew Arkin's at 11:30 A.M. Daily thereafter at same hours. Contact: Prudence Clarke, WI. 7-5324. | | |
| Friday Feb. 5 11:00 A.M. | PREVIEW: SUMMER COLLECTION | B. H. WRAGGE, INC. | 550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Initial presentation of Summer collection Friday, Feb. 5 for press. Trade, Feb. 9, 11, 16 at 11:00 A.M. By invitation and reservation. Contact: Anita Hoffman, WI. 7-4968. | | |
| Friday Feb. 5 12:00 Noon Luncheon | PRESS PREVIEW OF SUMMER FASHIONS | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| | Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Monday, Feb. 8 - daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470. | | |
| Friday Feb. 5 2:00 P.M. | PREVIEW OF SUMMER COLLECTION | DAVID HART, INC. | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Preview of David Hart's Summer collection. By invitation. Thereafter, Feb. 9, 10, 11 at 10:30 A.M. Contact: OX. 5-2910. | | |
| Friday Feb. 5 4:30 P.M. Cocktails | COUTURE FASHIONS DURING COCKTAIL HOUR | MARTHA SLEEPER OF SAN JUAN | SAVOY-HILTON HOTEL THE COLUMNS |
| | "Couture At The Columns"--premiere showing of Martha Sleeper's authentic native prints and designs. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge---$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Monday Feb. 8; Feb. 9 9:30 A.M.-11:00 P.M. | EIGHTY-FOURTH ANNUAL DOG SHOW | WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.) | MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST. |
| | More than 2500 dogs of about 100 breeds will be presented. A special feature will be a performance of highly trained dogs. Admission: $2.50 (Adults); $1.25 (Children). Contact: Thelma Boalbey, EL. 5-4933. | | |
| Beginning Monday Feb. 8 10:30 A.M. | SHOWING OF SUMMER COLLECTION | RUDOLF GOWNS | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| | Showing at 10:30 A.M. Feb. 8, 9, 10, 11, 16, 17, 18, 23, 24, 25. By appointment. Contact: WI. 7-6865. | | |
| Monday Feb. 8 12:00 Noon Luncheon | PREVIEW OF SUMMER DRESS COLLECTION | GRENELLE-ROBERTS, LTD. | 550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| | Preview for press of Summer dress collection, designed by Brigance. Luncheon will be served. By invitation. Trade showings, Feb. 10, 11, 15 and 17 at 12:00 Noon. By reservation. Contact: Bob Greenberg, LO. 4-5820. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Monday Feb. 8 1:00 P.M. | OPENING OF SUMMER COLLECTION | TEAL TRAINA, INC. | 550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Showing Feb. 8, 10, 15, 17, at 1:00 P.M. By invitation. Contact: Jean Roberts, LA. 4-3520. | | |
| Monday Feb. 8 2:30 P.M. | OPENING OF SUMMER COLLECTION | JERRY PARNIS, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| | Jerry Parnis' Summer collection, with daily showings at 2:30 P.M. Contact: CH. 4-5706. | | |
| Monday Feb. 8 3:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | Preview of Hannah Troy's Summer collection. By invitation. Thereafter at 1:00 P.M., Feb. 9, 10, 11, 16, 17. Contact: Marie Shapiro, LO. 3-0988. | | |
| Monday Feb. 8 4:00 P.M. | PREVIEW: SUMMER COLLECTION | RICHARD COLE, INC. | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Richard Cole will present his new Summer collection at two formal showings, Mon., Feb. 8 and Mon., Feb. 15 at 4:00 P.M. By reservation only. Contact: OX. 5-4760. | | |
| Monday Feb. 8 4:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION | ESTEVEZ, INC. | 550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR |
| | By invitation. Thereafter daily showings at 12:00 Noon. Contact: Ruth McLoughlin, LO. 4-6337. | | |
| Beginning Monday Feb. 8 | OPENING OF SUMMER COLLECTION | ROSALIE MACRINI, INC. | 550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Rosalie Macrini's Summer collection at informal showings. By appointment. Contact: Anne Towne, CH. 4-2655. | | |
| Beginning Monday Feb. 8 | OPENING OF SUMMER COLLECTION | MURRAY ZENKEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR |
| | Continuous daily showings of Murray Zenkel's Summer collection. Contact: CH. 4-2270. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Feb. 9 9:30 A.M. Coffee | PRESS PREVIEW OF FRENCH READY-TO-WEAR | OHRBACH'S | 4TH FLOOR BRIDAL SALON |
| | Press preview of made-in-France (ready-to-wear) collection of dresses. By invitation. Publicity: Mark Klauser, OX. 5-4000. | | |
| Tuesday Feb. 9 10:00 A.M. Coffee | PRESS PREVIEW: BRIDAL FASHIONS | TAILORED WOMAN | YOUNG THIRD FLOOR |
| | "Spring On The Wing"--showing of bridal and trousseau fashions. By invitation. (Customer showing, Tues., Feb. 9, at 6:00 P.M.) Publicity Belle Irene Gillis, MU. 8-6800. | | |
| Tuesday Feb. 9 10:30 A.M. | OPENING OF SUMMER COLLECTION | HERBERT SONDHEIM, INC. | 530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Showings Feb. 9, 10, 11, 16, 17 at 10:30 A.M. By appointment. Contact: LA. 4-7540. | | |
| Tuesday Feb. 9 10:30 A.M. Breakfast | PRESS PREVIEW OF SUMMER COLLECTION | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | Preview of Adele Simpson's Summer collection at champagne breakfast. By invitation. Thereafter Feb. 10, 11, 16, 17, 18 at 10:00 A.M. By reservation. Contact: LA. 4-7626. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday Feb. 9 11:30 A.M. | PRESS PREVIEW OF SUMMER DRESSES | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| | Abe Schrader will present his Summer collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194. | | |
| Tuesday Feb. 9 12:00 Noon Luncheon | PREVIEW: COUTURE SUMMER FASHIONS | COUNTESS ALEXANDER | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Showing of daytime, cocktail and evening fashions to the press. Luncheon will be served, by invitation. Daily thereafter at 12:00 Noon, by appointment. Contact: CH. 4-5693. | | |
| Tuesday Feb. 9 1:00 P.M. | OPENING OF SUMMER COLLECTION | JUNIOR SOPHISTICATES | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Junior Sophisticates' Summer collection at 1:00 P.M. daily. Contact: Eleanor Roselle, LO. 4-0462. | | |
| Tuesday Feb. 9 1:00 P.M. | OPENING OF SUMMER DRESS COLLECTION | TAILMACK, INC. | 530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Summer dresses and costumes, designed by John Moore, at 1:00 P.M., Feb. 9, 11, 17, 18. Contact: Jo MacLeod, BR. 9-1195. | | |
| Tuesday Feb. 9 1:15 P.M. | OPENING OF SUMMER COLLECTION | DAVID E. GOTTLIEB, INC. | 530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Showings Feb. 9, 10, 11, 16, 17, 18 at 1:15 P.M. By reservation. Contact: LO. 5-2727. | | |
| Tuesday Feb. 9 1:15 P.M. | OPENING OF SUMMER COLLECTION | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | For press and trade Feb. 9, 10, 11, 17, 18 at 1:15 P.M. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Elaine Sonnenschein, at Alfred Davidson Associates, PL. 5-0868. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Tuesday Feb. 9 1:30 P.M. | SHOWING OF SUMMER DRESS COLLECTION | HIGHLIGHT FASHIONS | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| | Showing Tues., Wed., Thurs., at 1:30 P.M., by appointment. Contact: Ellen Sutton, CH. 4-8221. | | |
| Tuesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION | DAVID LEVINE CO. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| | Showings Feb. 9, 11, 17 at 2:30 P.M., Feb. 10, 16 at 9:00 A.M. Contact: Miss Fritzi, LA. 4-0237. | | |
| Tuesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION | IRA RENTNER, INC. | 498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| | Showing of petite dresses, suits and costumes Feb. 9, 10, 11, 16, 17 and 18 at 2:30 P.M. Contact: Florence Judson, LA. 4-0162. | | |
| Tuesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION | MAURICE RENTNER LTD. | 498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Showings Feb. 9, 10, 16, 17, 18, 23, 24 at 2:30 P.M. By appointment. Contact: Eleanor Stoner, LA. 4-6968. | | |
| Tuesday Feb. 9 2:30 P.M. | OPENING OF SUMMER COLLECTION | LARRY ALDRICH | 530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR |
| | Showing Feb. 9, 10, 11, 16, 17, 24 at 2:30 P.M. Contact: CH. 4-1872. | | |
| Tuesday Feb. 9 2:30 P.M. | PRESS PREVIEW OF SUMMER COLLECTION | BRANELL | 530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR |
| | For press and buyers. By invitation. Showing daily thereafter at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday Feb. 9 3:30 P.M. | OPENING OF SUMMER COLLECTION | MORT SCHRADER | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| | Mort Schrader will present his Summer collection, designed by Mario Forte. Daily thereafter at 3:30 P.M. Contact: Betty Yarmon, LO. 4-9194. | | |
| Tuesday Feb. 9 3:30 P.M. | PRESS SHOWING: FALL 1960 FABRICS | DEERING, MILLIKEN & CO. MILLIKEN WOOLENS, INC. | 1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR |
| | Display and garments designed by Orrick-Williams Ltd. and 30 other designers will be shown in the Fall 1960 line of fabrics; also Wed., Feb. 10 at 8:30 A.M. (buying offices and retailers in March and April). Admission by ticket only. Contact: Julie C. Buddy, OX. 5-1200. | | |
| Tuesday Feb. 9 4:00 P.M. | PRESS PREVIEW OF SUMMER COLLECTION | TOWNLEY | 550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | Summer collection designed by Donald Brooks for Townley, Feb. 9, 10, 11, 16, 18, 23 and 25 at 4:00 P.M. By reservation. Contact: LO. 4-2155. | | |
| Tuesday Feb. 9 4:00 P.M. | OPENING OF SUMMER COLLECTION | HARMAY | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| | Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. by reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955. | | |
| Tuesday Feb. 9 4:00 P.M. Cocktails | PRESS PREVIEW OF SUMMER DRESS COLLECTION | DAN KELLER CO., INC. (498 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| | Casual dresses and ensembles designed by Mary Jean Smith. By invitation only. Continuous thereafter, showroom. Publ.: Margaret Hodge, PL.5-7630. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday Feb. 9 4:00 P.M. | PREVIEW OF SUMMER COLLECTION | CEIL CHAPMAN | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | By invitation. Showings thereafter Feb. 10, 11, 16, 17 and 18 at 2:30 P.M. By appointment. Contact: LA. 4-5800. | | |
| Beginning Tuesday Feb. 9 | OPENING: SUMMER COCKTAIL FASHIONS | DAVID MORRIS CO., INC. | 525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Summer formal and cocktail fashions in new fabrics, designed by Bill Underwood. Continuous daily. Contact: Bill Rosenberg, WI. 7-0511. | | |
| Beginning Tuesday Feb. 9 | OPENING OF SUMMER COLLECTION | A. GOODMAN & CO. | 530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| | Continuous daily showings. Contact: Isabel Mendelsohn, WI. 7-4076. | | |
| Beginning Tuesday Feb. 9-March 9 | BENEFIT FOR THE HEART FUND | BELLE SCHWARTZ (N.S.I.D.) | 174 EAST 74TH STREET 3RD FLOOR |
| | Belle Schwartz (N.S.I.D.) of Sutton House Interiors will display interior decorations of four model apartments in new building, daily 11:00 A.M.-5:00 P.M. Contribution: $1.00. Contact: BU. 8-3700. | | |
| Wednesday Feb. 10 10:30 A.M. | PRESS PREVIEW OF SUMMER DRESSES | EDWARD ABBOTT-WILSON FOLMAR | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| | Preview of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. Trade showings Feb. 11, 16, 17, 18, 19 at 10:30 A.M. By reservation. Contact: Marta Schreiber, LA. 4-8490. | | |
| Wednesday Feb. 10 11:00 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | MAINBOCHER | 6 EAST 57TH STREET SALON |
| | Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Wednesday Feb. 10 11:00 A.M. | PREVIEW OF SUMMER COLLECTION | DEB-TIME, INC. | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Deb-Time's Summer collection for press and buyers. By invitation. Thereafter continuous daily showings. Contact: Laura Cantor, BR. 9-0314. | | |
| Wednesday Feb. 10 12:00 Noon | OPENING OF SUMMER COLLECTION | MOLLIE PARNIS | 530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| | Showings Feb. 10, 11, 16, 17, 18 at 12:00 Noon. By appointment. Contact: Lou Scobell, BR. 9-5014. | | |
| Wednesday Feb. 10 1:15 P.M. | OPENING OF SUMMER COLLECTION | NAT KAPLAN, INC. | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| | Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. Thereafter at 1:15 P.M. Contact: LO. 5-4115. | | |
| Wednesday Feb. 10 2:30 P.M. | PREVIEW OF SUMMER COLLECTION | REMBRANDT | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| | Preview of Rembrandt's Summer collection. By invitation. Thereafter, Feb. 11, 12, 15, 16, 17, 18 at 2:00 P.M. Contact: Helen Maxwell, LO. 4-3600. Publicity: Saul Krieg Assoc., PL. 3-1543. | | |
| Wednesday Feb. 10 4:00 P.M. | PREVIEW OF SUMMER COLLECTION | THE McMULLEN CO. (530 SEVENTH AVENUE) | 500 CLUB 500 SEVENTH AVENUE |
| | By invitation. Thereafter continuous in showroom. Contact: Esther Reifer, OX. 5-4270. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday Feb. 10 4:00 P.M. | OPENING OF SUMMER COLLECTION | SAMUEL WINSTON, INC. | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Showing of Summer collection at 4:00 P.M. Feb. 10, 11, 16, 17. By appointment. Contact: CH. 4-2616. | | |
| Wednesday Feb. 10 5:00 P.M. Cocktails | PREVIEW OF SUMMER COLLECTION | ARNOLD & FOX, INC. | 530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| | Preview of Summer dress collection designed by Kasper for Arnold & Fox. Showings thereafter, Tues., Feb. 16 and Wed., Feb. 17 at 9:15 A.M., by reservation. Contact: CH. 4-3914. | | |
| Beginning Wednesday Feb. 10- Feb. 17 | OPENING OF SUMMER COLLECTION | TRAVILLA (LOS ANGELES, CAL.) | HOTEL PLAZA |
| | Travilla will present their Summer collection beginning Tues., Feb. 10-17, by appointment. Contact: Mr. Travilla, PL. 9-3000. | | |
| Thursday Feb. 11 9:30 A.M. | PREVIEW OF SUMMER COUTURE COLLECTION | MARIA KRUM | 41 WEST 56TH STREET SALON - 2ND FLOOR |
| | Presentation of Maria Krum's couture daytime, travel and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060. | | |
| Thursday Feb. 11 10:30 A.M.; 2:30 P.M. | OPENING OF SUMMER COLLECTION | TINA LESER | 498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR |
| | Daily showings of Tina Leser's Summer collection at 10:30 A.M. and 2:30 P.M. at new showroom. By reservation. Contact: Carol Stewart, CH.4-2631. | | |
| Thursday Feb. 11 11:45 A.M. Luncheon | OPENING OF SUMMER COLLECTION | JOBERE, INC. | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| | Showings on Feb. 11, 16, 17 and 18--complete collection of cocktail and evening fashions for Summer, designed by Paul Vincent. Luncheon will be served. By invitation. Contact: Joseph Speaker, PE. 6-1938. | | |
| Thursday Feb. 11 11:45 A.M. Luncheon | SUMMER COLLECTION BY PHILLIP ROBERTSON | PHILLIP R. | 530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| | First wholesale collection by Washington couturier, Phillip Robertson, with showings in the Jobere showroom on Feb. 11, 16, 17, 18. By invitation. Contact: Joseph Speaker, PE. 6-1938. | | |
| Thursday Feb. 11 12:00 Noon | OPENING OF SUMMER COLLECTION | MARTINI DESIGNED BY SYLVAN RICH | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| | Showings Feb. 11, 16, 18, 23 at 12:00 Noon, followed by luncheon. By reservation. Contact: Danny McMahon, LO. 4-0616. | | |
| Thursday Feb. 11 4:30 P.M. Cocktails | PREVIEW OF SUMMER COLLECTION | JANE DERBY | 550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | By invitation. Showings at 10:30 A.M., Feb. 16 and 18. By appointment. Contact: Mabel Glemby, LA. 4-9350. | | |
| Beginning Thursday Feb. 11 | OPENING OF SUMMER COUTURE FASHIONS | ROSSINO-ANGELA | 30 WEST 57TH STREET SHOWROOM - 3RD FLOOR |
| | Showing of Summer couture fashions. By appointment. Contact: JU. 2-1747. | | |
| Friday Feb. 12 2:00 P.M. | PREVIEW SHOWING BY NEW FIRM | STEPHAN LTD. BY SCHRADER | 530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR |
| | Showing at 2:00 P.M. Feb. 12, 15, 16, 17. By invitation. Contact: Betty Yarmon, LO. 4-9194. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Friday<br>Feb. 12<br>9:00 P.M. | "GASLIGHT FOLLIES"--<br>BEAUX ARTS BALL | NATIONAL URBAN LEAGUE<br>GUILD | HOTEL ROOSEVELT<br>46TH ST. & MAD. AVE. |
| | Twentieth Annual Beaux Arts Ball in honor of National Urban League's golden anniversary. Tickets: $7.50. Reserved tables: $50.00. Prizes for best costumes. Contact: Evelyn Broidy, PL. 1-0300. | | |
| Monday<br>Feb. 15<br>12:00 Noon<br>Luncheon | OPENING OF SUMMER<br>COLLECTION | FRANK STARR, INC. | 530 SEVENTH AVENUE<br>SHOWROOM - 19TH FLOOR |
| | Frank Starr's Summer collection, Feb. 15, 16, 17, 18, showing at 1:15. Luncheon will be served from 12:00 Noon, by reservation. Contact: Marian Auley, LA. 4-7690. | | |
| Monday<br>Feb. 15<br>12:30 P.M.<br>Luncheon | "MARCH OF DIMES"<br>FASHION SHOW | N. Y. COUTURE GROUP;<br>INT'L SILK ASS'N, USA | HOTEL ASTOR<br>BALLROOM |
| | Sixteenth annual luncheon fashion show presenting Spring fashions by leading designers. For benefit of March of Dimes. Prices -- $75.00, $50.00, $25.00. Contact: Leo Klempner, MU. 3-7900. Fashion Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Monday<br>Feb. 15<br>2:30 P.M. | SHOES: FASHIONS<br>AND FACTS | NAT'L SHOE RETAILERS;<br>COLOR ASSOCIATION | HOTEL PLAZA<br>BALLROOM |
| | Comprehensive preview and evaluation of fashion fabrics, leathers and colors for Fall 1960. Attendance limited to advance reservation. Tickets: $3.00. Contact: National Shoe Association, 274 Madison Ave., MU. 6-7520. | | |
| Tuesday<br>Feb. 16<br>12:00 Noon<br>Luncheon | "ANATOMY OF FASHION"<br>PANEL DISCUSSION | SHOE WOMEN EXECUTIVES | WALDORF-ASTORIA<br>SERT ROOM |
| | Fashion show and panel discussion--"Anatomy of Fashion". Tickets: $6.50. Contact: Stephanie LeVine, Carlisle Shoe Co., LO. 4-3350. Publicity: Mary MacKenzie, BR. 9-8912. | | |
| Tuesday<br>Feb. 16<br>2:30 P.M. | PREVIEW OF SUMMER<br>COLLECTION | ANTHONY BLOTTA | 498 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR |
| | Anthony Blotta will present his Summer collection of daytime dresses, suits and evening clothes to the press and resident buyers. By invitation. Thereafter by appointment. Publicity: Margaret Hodge, PL. 5-7630. | | |
| Tuesday<br>Feb. 16<br>4:00 P.M.-<br>6:00 P.M. | PRESS PREVIEW OF<br>TEEN-AGE HATS | MILLINERY INSTITUTE<br>OF AMERICA | ROUNDTABLE RESTAURANT<br>151 EAST 50TH STREET |
| | "Hats and All that Jazz" -- teen-age party with disc jockeys and famous jazz musicians, recording personalities participating and teen-age guests. Fashion show to preview teen-age news in millinery. (Note Change of Date). Contact: Robert S. Taplinger Assoc., YU. 6-2800. | | |
| Wednesday<br>Feb. 17<br>12:30 P.M.<br>Luncheon | SPRING-RESORT FASHIONS<br>AT LUNCHEON SHOWING | BRANELL<br>(530 SEVENTH AVENUE) | HOTEL PLAZA<br>TERRACE ROOM |
| | Showing of Branell's Resort-Spring fashions available at Best & Co. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Wednesday<br>Feb. 17<br>4:00 P.M. | PREVIEW BY CARVEN<br>AND VIRGINIE OF PARIS | BERGDORF GOODMAN | 5TH FLOOR<br>"MISS BERGDORF" SHOP |
| | Preview of Spring fashions by Carven and Virginie of Paris, exclusive at "Miss Bergdorf" shop. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Friday Feb. 19 12:00 Noon Luncheon | MILLINERY & COSMETICS LUNCHEON SHOW | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| | Subject: "The Courage To Lead." Speaker: Mr. Hector Escobosa, President, I. Magnin & Co. Co-chairmen: Millinery--Julia Daly and Pat Peterson; Cosmetics -- Florence Goldin and Karlys Daly. Prices: $8.00, Members; $10.00 guests. Contact: CI. 7-3940. | | |
| Tuesday Feb. 23 4:00 P.M. | PRESS PREVIEW OF CUSTOM FASHIONS | BOB BUGNAND, INC. | 19 EAST 62ND STREET SALON |
| | Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris, at his new salon. All orders will be produced in his Paris atelier. By invitation. Showings thereafter, Feb. 24, 25, 26 at 3:00 P.M., by reservation. Publicity: Kay Inglis-Jones, TE. 8-0750. | | |
| Wednesday Feb. 24 5:00 P.M. Cocktails | PRESS PREVIEW OF NEW HAIRSTYLES | ELIZABETH ARDEN | 691 FIFTH AVENUE FASHION FLOOR - 2ND |
| | Showings of "Hairstyles From Around The World"--created by Arden Salons here and abroad. By invitation. Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171. | | |
| Thursday Feb. 25 11:30 A.M. | PRESS PREVIEW OF CUSTOM-ORDER FASHIONS | BERGDORF GOODMAN | 2ND FLOOR SALON |
| | Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| Thursday Feb. 25 12:30 P.M. Luncheon | EUROPEAN READY-TO-WEAR AT LUNCHEON SHOW | MACY'S NEW YORK | HOTEL PLAZA GRAND BALLROOM |
| | Macy's "made-in" collection of ready-to-wear from Europe during Luncheon. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Thursday March 3 11:00 A.M. | PRESS PREVIEW OF SOPHIE CUSTOM-MADE | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| | Sophie, with the assistance of Stephen Erklin, will present her Spring collection to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000. | | |
| Monday March 7 11:30 A.M. | PRESS PREVIEW OF IMPORT COLLECTION | BERGDORF GOODMAN | 2ND FLOOR SALON |
| | Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300. | | |
| Tuesday March 8 9:30 A.M. Breakfast | PRESS PREVIEW OF IMPORT COLLECTION | STERN'S | 41 WEST 42ND STREET |
| | Preview of Stern's import collection for the press. By invitation. Publicity: Mildred Collins, LO. 5-7960. | | |
| Tuesday March 8 3:00 P.M. | PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION | HATTIE CARNEGIE | 42 EAST 49TH STREET SALON |
| | Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600. | | |
| Thursday March 10 9:30 A.M. Breakfast | PRESS PREVIEW OF IMPORT COLLECTION | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| | Macy's will present their import collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400. Ext. 2260. | | |

# 1961

## JANUARY

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